

# LA FRANCE

## Styles for Fall and Winter 1916-1917.

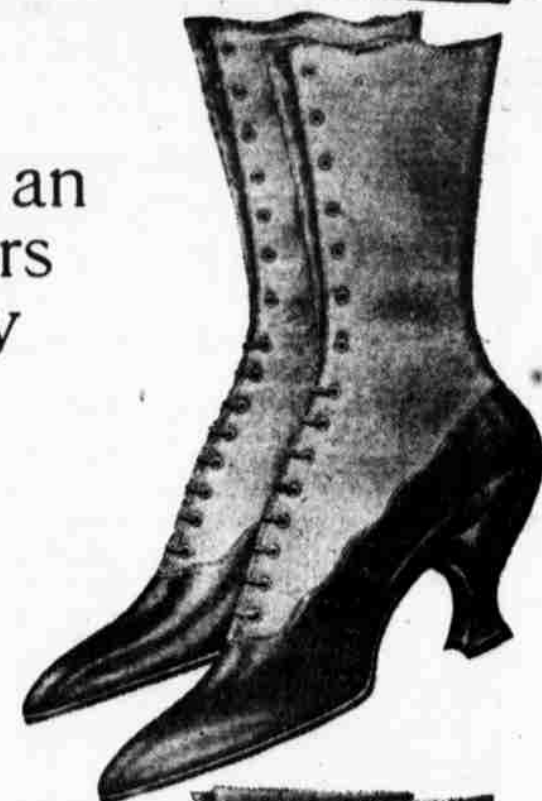
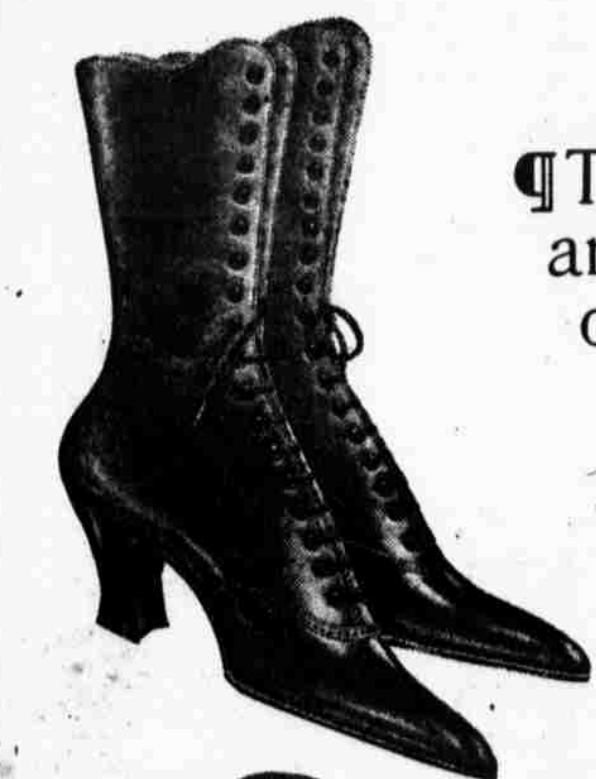


**\$4.00 to \$9.00 Pair**

¶ True to tradition LA FRANCE makers have brought forth an array of Autumn footwear models upon which the arbiters of Fashion have generously bestowed their approval. ¶ By illustrating a half dozen models here we can only hope to give you an idea of the style, beauty and variety to be found in the complete LA FRANCE displays at our stores. ¶ All of the new colors and two-tone combinations are here—you can select at random with that sense of security born in the knowledge that every style feature is authoritative.

¶ Despite the soaring price of leather LA FRANCE Shoes are still within the purse limits of the woman who requires the fullest measure of footwear style, quality and service at the minimum cost. ¶ Lasting satisfaction is assured by the liberal Berberich Guarantee:

"Should any pair of LA FRANCE Shoes fail to maintain the BERBERICH Standard, we guarantee the customer's satisfaction.  
"BERBERICH'S."



MAIN STORE  
1116-22 7th St.

# Berberich's

Washington's Largest and Most Progressive Shoe House—Established 1868

BRANCH STORE  
813 Penna. Ave.